WEEKLY REVIEW

Contest In Which Every G.-B. Salesman Can Prove a Winner

¶ Starts Monday March 1st. Ends Saturday April 17th.

¶ Six Weeks Vigorous Campaign Means Increased Commissions and a Fine Grip.

¶ Sales Force Divided Into Three Classes. $30.00, $25.00 and $20.00 Walrus or Alligator Personal Grips Offered as Prizes.

¶ The Larger the Number of Winners the Better We'll Like It.

SEE PAGE 3 FOR FURTHER DETAILS

The Weekly Review

Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

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SPLENDID WORK IN THE FIELD CONTINUES

By the time this reaches many of you, the second month of the year will be over. We are glad to say that the splendid increase in business over last year reported during January has so far this month been practically maintained. Of course at the time this is dictated we have not received reports, that is to say full reports for much more than the first two weeks of the month, but everything points to the splendid increase keeping up. As an example Mr. T. R. Gerlach's sales during the eighth week in the field last year amounted to $817.00. Last week his total was in the neighborhood of $2300.00 an increase of almost 300%. Of course this ratio of increase has not been maintained by all of the older men, but it is interesting to note, in looking over the sales book that the increase almost to a man, runs anything from 100 to 500%.

This week's work ends the contest for those dainty Palm original, and we are frank to say, that with the exception possibly of one instance, it would be a difficult matter to point to the winners. Of course it will be a week or two before full reports are in so that we can announce the winners, as it requires fully one week to receive mail from some of the far western points, particularly from Mr. Coleman who is now in Saskatchewan, and who has shown that he must be counted in the contest.

Now what are you going to do for March? We would like to have a letter from every old salesman on the force, stating about what increase you expect to show over last year. Do you know it is a mighty good plan to set a mark for yourself? Set it high enough so that you will have to work hard to reach it. The most successful salesmen are those who set a mark, and then start a month or season with a determination to either reach or pass it. Let us have a line from every man stating about what you expect to do. This also applies to the new men, and while of course you cannot state as accurately as the older man just what you expect to do, nevertheless you have been in the field some few weeks and can form a fairly good idea and it will do you good to set a mark for yourself.

January and February are of course pretty lively months in the field, particularly with the older men. A new man may not attempt to go over the territory as quickly, in fact he could hardly adopt this method, not knowing just where the orders lie. Nevertheless the new man to a certain extent catches the fever and is very likely to overlook prospects and possible chances to get business in his anxiety to get to the next town ahead of the other fellow.

Now is the time to settle down to steady, hard, intelligent work. Take your hand book and study it carefully. Its pages are full of knowledge that will prove of wonderful value to you in the fight for orders.

While of course it would be impossible to go over the calendar proposition thoroughly in its pages, that is to say we could not begin to set forth the different arguments that could be advanced in favor of calendar adverising, nevertheless a salesman who has all the knowledge contained in this book ready to use to convince a prospect, he could in most cases sell him.

We received a letter the other day from one of the new men on the force, and one by the way who has plenty of determination and stick-to-it-iveness if that counts for anything. While his work early in the year was disappointing to say the least, he has shown a spirit of determination that is commendable, and his work has shown a steady improvement. He says he reads the Review most carefully, particularly that portion of it pertaining to advertising and only wishes that it contained more

information of that sort. He states that he wishes some of the older salesmen on the force would write a few articles setting forth some of the arguments they advance in favor of calendar advertising and it is certainly a mighty good suggestion.

We asked you what you were going to do in March, and now we are going to tell you what you ought to do. Every salesman on the force, or at least 80% of them ought to send in business every day. While we know of course the orders will not be as large as during the first two months, many of the good plums having been picked, nevertheless at a rough estimate not over 25% of the calendar buyers have placed their orders. In fact we do not believe that the percentage would run this large, as it is the larger buyers that have placed their orders, and there is a great horde of small buyers and medium sized buyers that have not even been shown the different lines.

The more successful salesmen usually go over their territory hitting only the high spots, and calling on the larger buyers, and on their second trip they use the fine tooth comb, and right here the inexperienced salesman comes in. He is working each town as he comes to it, and should be able to land many of these medium and good sized orders.

Of course a salesman will miss sending in business occasionally, on account of sickness or for some other good reason, but there are men on our force who even do not let sickness interfere, and we refer again to Mr. Cies, who was under the weather for some time, but who managed to crawl out every day far enough to get one order at least, to keep his record clear. The fact that he is able to report business every day may give some of you the impression that he is in an easy territory, and in this connection we want to say that he has as competitors two of the recognized stars among our competitors, and no doubt there are a number of other good men working in the same territory.

There are others who rarely fail to send in business, particularly this time of the year, notably Mr. A. E. Gerlach, who is also working under trying conditions. Everyone knows that large city work is the hardest kind of work early in the year, and you can readily understand how easy it is for a buyer to say, "What is the use of giving you the order now, you are here all year, and I am particularly busy at this time. Come around again." It is only by persistence and the hardest kind of work that Mr. Gerlach has been able to make such a splendid showing.

Mr. Beelman is another who is worthy of special mention. He has kept his record clean under the most trying conditions. If these men and others can do it, why can't you? It certainly does seem that if a man works at least eight hours a day, he ought to get an order. Even if it is not a big order he ought to get something. Every town that has a bank and any kind of a population should certainly yield one order.

Start March right. Make a resolution to get business every day and don't quit until you succeed. Try this for one month and see how near you come hitting the mark. If you ever try this system for one month, we know that your commission account will show such a nice balance, that even though you may fall slightly short of having a perfect month to your credit your sales will be very much larger.

A PRIZE FOR EVERY SALESMAN

Our first prize contest ends Saturday night, February 27th. In this contest there were only five possible winners because there were only five prizes offered. Now we propose to offer prizes so that every man on the force may win.

What we all want is orders and all of them we can get. Therefore the winning of the new prize will depend entirely on the amount of business you secure. This amount we are placing at a figure that every salesman should be able to reach. We recognize that there is a difference in the abilities and the opportunities of different men, and we are therefore going to divide the force into three classes, A, B and C, and in making this division we are governed by our knowledge of the men and by their past performances.

In selecting the prizes we have chosen an article that every salesman will find useful and acceptable —a fine leather grip, and the more of these we give away the better we will be pleased. Our proposition is just this:

Every man in Class A who sends in during the six weeks of the contest accepted orders to the amount of $2700 will receive a fine walrus or alligator grip.

Every man in Class B who sends in accepted orders to the amount of $2100 will receive a fine grip, only less expensive than those given the winners in Class A.

Every man in Class C who sends in accepted

orders to the amount of $1500 will receive a fine grip, only less expensive than that given to the winners in Class B.

The salesmen in Class A will be eligible only to the finest grip. The salesmen in Class B will also be eligible to the Class A grip. The salesmen in Class C are eligible to any of the grips offered.

It requires only an average of $450 per week to win the best grip. $350 per week will win the second best grip, $250 per week is all that is required to win the Class C grip.

Now that the strenuous first two months are over the calendar salesman will get down to his steady grind. The new man stands just as good a chance to win a prize as the older men. At first when you started out you found many buyers who would not place their orders until they had seen other lines. There is scarcely a calendar buyer who has not had an opportunity to see most of the leading lines. Therefore you will not run across this excuse anything like so often in the future as you have in the past.

We are frank to admit that we are not giving away valuable prizes just because we are good fellows. We are frank to admit that we are giving away these prizes as stimulants. We believe that if the average salesman realizes that by a little extra exertion he can keep his average up to the required amount to win a prize that he will make that exertion. He will do it not only for the prize itself, but for the pride he takes in his work. We would like to have a pledge from every salesman that he will go after one of these prizes with a determination to win.

While we have not as yet selected the grips, we can promise you that they will be well worth the winning. The difference in the grips will not be in the quality but in the finish.

Now for a strenuous six weeks campaign. If we find that the results of this contest warrant it we will have further prizes to offer in the future.

Class A.

Albert	Finley	Ungerer
Cies	K. H. Gerlach	Woodman
Coleman	Lott	Shimmin

Class B.

Barber	H. B. McDonald	Rowe
Barclay	Meyer	Scott
Beelman	Moore	H. E. Smith
Byron	Myers	Thompson
Considine	Osmun	White
A. E. Gerlach	Parks	
Lindsley	Roberts	

Class C.

Atherholt	Given	Paige
Bayley	Greenhalgh	Peck
Betts	Henaghan	W. B. Pierce
Betton	Howe	Publow
Bing	Huffert	Reilly
Blodgett	Lambert	Saxton
Brooks	Lindon	Schuetz
Bruce	McBride	Shepard
Carter	McCully	F. A. Smith
Cooley	W. A. McDonald	Urmson
Coulter	McFadden	J. G. Whittier
Ellis	McLaughlin	Wallace
Fadely	Marks	Wegenaar
Fairbairn	Morton	E. L. Whittier

WEEK ENDING, FEBRUARY 13th

Gross Sales--Old Men.

Mr. T. R. Gerlach was able to put in but four days in the field during the week, finding it necessary to come to the factory on Thursday. During the four days however, he secured a total of seven orders amounting to something over $1100.00, which places him No. 1 in gross sales standing.

Mr. K. H. Gerlach stands No. 2 with a total of over $800.00. Unfortunately Mr. Gerlach was called out of his field for two days of the week, but during the remaining four days he secured business every day and a total of seven orders, amounting to considerably over $800.00, as stated above. The cause of Mr. K. H. Gerlach's absence from his field for the two days referred to, was due to the fact that a certain salesman on the force for some reason or other seemed to be up against a hoodoo so far and was beginning to get "cold feet." This salesman had demonstrated that he had the making of a good calendar man in him, and we thought that if Mr. K. H. Gerlach could be with him for a day or two that he could find out what the trouble was, and we wired him to meet this gentleman.

Mr. Coleman stands No. 3 with a clean week and 17 orders to his credit. Monday he secured three orders, Tuesday three more amounting to around $100.00, Wednesday two orders, Thursday three, Friday was his best day with a total of four orders amounting to about $200.00. Saturday he landed two more. During the 41 actual working days so far, Mr. Coleman has landed a total of close onto 100 orders, and considering the country in which he is working, and the fact that he has to make long jumps with poor railroad connections, this is truly a splendid record. Mr. Coleman has lost out but four days so far this year.

While Mr. Lott lost out on Monday and only

had a total of five orders for the week, they were of sufficient size to place him No. 4 in the gross sales column. On Tuesday he took his best order which amounted to $409.00. Each of the following days was productive of one order, none of which however, were large enough to be worthy of special mention.

Mr. Moore follows closely behind Mr. Lott with a total of 11 orders, and business for five days. Monday was also his hoodoo day, Tuesday however, he came back with three orders, Wednesday was productive of another, Thursday he landed four orders amounting to $250.00. On Friday and Saturday he secured one order each for his work. He also had a subject-to-countermand order amounting to $50.50 pass the critical point and this helped out his total for the week.

Mr. Woodman has a clean week to his credit with a total of 10 orders. The first three days were considerably better than the latter three. Monday his one order amounted to $100.00, Tuesday three orders amounting to exactly $100.00, Wednesday his three orders amounted to over $150.00. The following three days he landed an order each day. While Mr. Woodman's total percentage of increase for the year may not be quite as large as that of some of the other older men, the facts are, his business last year was above the average for a new man at the game, and the increase of 100% this year is a splendid showing.

Mr. H. E. Smith reports a total of six orders and business for five days. Thursday was his off day. On Saturday he landed the best order of the week.

Mr. A. E. Gerlach follows closely behind Mr. Smith with a clean week to his credit and a total of six orders. If Mr. Gerlach had been as fortunate the first three days of the week as he was the last three, he would have had a splendid showing. Wednesday he landed his best order which amounted to $250.00 odd and Friday he landed one amounting to $118.00. His other four days work was productive of just fair sized orders.

Mr. Beelman stands No. 9 with a total of eight orders to his credit and business every day. His best day's work was on Thursday when he landed two orders amounting to $158.00, Friday he landed two orders, and on each other day one order. So far Mr. Beelman has not missed reporting business a single day since he entered the field, although according to some letters received from him a short time back things looked pretty dubious on account of his being snowbound with other calendar salesmen in the same town. He managed to pull through however, without getting skunked.

Mr. Meyer started the week off well, but on Thursday fell down, Friday he landed only a small order and Saturday was skunked again.

Although Mr. Cies' total for the week was not particularly large, he reported business every day with a total of seven orders.

Gross Sales--New Men.

Mr. Byron stands first among the new men with a total of approximately $500.00. He secured business every day and a total of nine orders. Monday his single order amounted to $110.00, Tuesday two orders totaled up to $101.00, Wednesday he landed a small order; Thursday three orders amounting to $134.90; Friday and Saturdays orders were less than $100.00 each. Mr. Byron has been going along at a splendid gait, and we hope the good work will keep up.

Mr. Grossman stands No. 2, although he succeeded in landing but four orders and was skunked on two days. His orders however for Tuesday, Wednesday and Thursday were each considerably over $100.00 each. If he could have finished up the week as strong as he started it he would easily have stood No. 1 among the new men.

Mr. Barclay is another consistent performer among the new men, although he was skunked on Saturday. This is another case where the week started off strong but did not end up as well. Mr. Barclay had a total of 16 orders. Monday his three amounted to something over $100.00; Tuesday four orders amounted to $150.00; Wednesday four orders were slightly less than $100.00; Thursday he landed three orders none of which were very large; Friday two more; Saturday being his hoodoo day.

Mr. H. B. McDonald reports a clean week with a total of 13 orders, the total of which was within a few dollars of that of Mr. Barclay.

Mr. Barber stands No. 5 with a total of within $10.00 of McDonald's. He secured business four days and a total of 7 orders. Monday he was skunked; Tuesday his single order was close onto $100.00; Wednesday two orders amounted to about $125.00; Thursday three orders about $150.00; Friday he landed a small order and Saturday was skunked.

There are at least a dozen or more, who follow closely after Mr. Barber, all of whom reported a fair business, among whom we might mention the following: Mr. Parks with a

total of 10 orders and business for five days. Mr. Atherholt had a clean week and a total of seven orders. Mr. Parks a total of six orders and business for five days. Mr. F. A. Smith a total of 8 orders and business for six days. Mr. Shepard a total of six orders and business four days. Mr. Huffert lost out on two days, but had a total of 7 orders for the remaining four. Mr. Betton secured business every day and a total of 8 orders. Mr. McLaughlin a total of four orders—one for each day with the exception of Thursday and Saturday which were blanks. Mr. Publow had a fair week, but only a total of three orders, one secured Monday, the other Wednesday and the third one Friday. Mr. Roberts reported business for four days.

Days' Business.

Strange to say the number of men who went through the week with a clean record total the same as the previous week. Out of this total there are five men whose names appear that have been showing with regularity under this heading. This is certainly evidence of the fact that it is not because a salesman has a good run of luck that he manages to secure business every day. Some of these salesmen have had to put up the hardest kind of fights to keep their record clear, at times making two and three towns in a day to accomplish it.

Those who had a clean week to their credit are as follows: Messrs. Atherhold, Beelman, Betton, Byron, Cies, Coleman, A. E. Gerlach, H. B. McDonald, F. A. Smith and Mr. Woodman.

Number of Orders.

Mr. Coleman leads the force under this heading with a total of 17 orders to his credit. Mr. Barclay follows closely with 16 orders. Mr. H. B. McDonald stands No. 3 with a total of 13 orders. Mr. Moore follows with 11 orders. Mr. Parks and Mr. Woodman tie with a total of 10 each. Mr. Byron follows with a total of 9, and Messrs. Beelman, Betton and F. A. Smith tie with a total of 8.

While the total number of orders booked is not up to the previous week, we are glad to say that the average size of each order is maintained. In the long run it is not the total number of orders that counts so much as it is the size of the individual order. By this we do not mean to say that we would rather have a few big orders in preference to a lot of medium ones,

STANDING OF G.-B. SALESMEN FOR WEEK ENDING, FEB. 13th, 1909

	Sales Old Men.	Sales New Men.	Days Business	No. Orders
Albert	26		7	15
Atherholt		7	1	8
Barber		5	3	8
Barclay		3	2	2
Beelman	9		1	7
Betton		12	1	7
Betts		16	3	9
Bing		25	5	13
Blodgett		27	5	12
Bruce	17		5	12
Byron		1	1	6
Carter	23		6	14
Cies	12		1	8
Coleman	3		1	1
Considine		35	7	15
Cooley		24	4	11
Coulter		35	7	15
Ellis		33	6	14
Fadely	16		3	9
Fairbairn	22		6	14
Finley	26		7	15
Frank		29	6	14
Gerlach, A. E.	8		1	9
Gerlach, K. H.	2		3	8
Gerlach, T. R.	1		3	8
Greenhalgh	13		0	12
Grossman		2	3	11
Hayes		23	4	11
Heneghan		20	4	11
Howe		32	6	14
Huffert		11	3	8
Lambert		22	5	13
Lindon		26	4	12
Lott	4		2	10
Lindsley	18		2	10
Marks		8	3	9
McCully	11		2	9
McDonald, H. B.		4	1	3
McDonald, W. A.		34	6	14
McFadden		35	7	15
McLaughlin		13	3	11
Meyer	10		3	10
Moore	5		2	4
Morton	21		4	12
Myers	26		7	15
Osmun	25		6	14
Paige		21	4	12
Parks		6	2	5
Pierce, W. B.		31	5	13
Publow		14	4	12
Reilly		18	5	11
Roberts		15	3	11
Rowe	14		4	8
Saxton		19	4	12
Scott	15		4	11
Shepard		10	3	9
Shimmin	24		6	14
Smith, F. A.		9	1	7
Smith, H. E.	7		2	9
Thompson	9		5	11
Ungerer	20		5	11
White		28	6	14
Whittier, E. L.		17	3	11
Whittier, J. G.		30	6	13
Woodman	6		1	5

as we are frank to say that it is the medium sized or good sized orders that we like best. They pay the salesman a better commission and pay us a better profit, and by the same token we can truthfully say that we do not like little orders, as the expense of handling is just as great as the larger orders.

The fellow who can take a good number of medium sized orders is the one who is going to succeed in the long run, as it is safe to say that after these customers have distributed G.-B. calendars and realize the impression they are making on their customers, that the orders are gradually going to grow in size each year.

SOME GOOD ORDERS

Mr. Beelman's best order of the week was secured from a dealer in farm implements, they selecting "For Milady" in series 9 roll, the order amounting to $131.75. A bank placed an order with Mr. Byron amounting to $110.00. Their selection was "Moonlight on the Old Canal" in series D30. A dealer in general merchandise placed an order with Mr. Coleman amounting to $101.00. They selected "Autumn in the Tyrol" in series D27 and "Marion" in series D28.

During the week Mr. T. R. Gerlach secured three good orders, the remainder of his business being just ordinary business, by this we mean the orders did not exceed $100.00 each. His three good orders follow: A bank placed a mixed order amounting to $141.00. His best order of the week was taken from a concern manufacturing pumps. He sold them reverse business calendars, the order amounting to $408.50. His third good order was secured from an iron works. He sold them a quantity of left-overs, subject "The Call" in 22x32 roll. This order amounts to $363.75.

Mr. K. H. Gerlach had three good orders during the week. The best one was taken from an insurance company. He sold them "A Gray Day, Holland" in series D7 and "An English Fishing Village" in series 2 roll. This order amounts to $325.00. A bank placed an order with him amounting to $255.75, the selection being "Violet" in series M16. An insurance agency selected "A Little Mimic" in series D27 and 500 plain business calendars, the total order amounting to $222.50.

Mr. A. E. Gerlach's best order of the week was from an insurance agency. He sold them "An English Fishing Village" in series M7 and a smaller quantity in series 7 roll, with mailing devices, the entire order amounting to $251.20. Mr. Greenhalgh sold a dealer in tobaccos 500 leftovers "Christmas Morning" in series 4 roll, the order amounting to $103.25. Mr. Grossman had two good orders during the week, the best one being from a printing company. They selected "Autumn in the Tyrol" and "Beech Forest, Springtime" in series 27. It amounted to $135.00. His second good order was from a bank, their selection being "Autumn in the Tyrol" and "Mrs. Murray's Strategy," the first in series D27 and the latter in series 2 roll. This order amounts to $118.00.

Mr. Lott secured a nice order from a bank amounting to $409.50. It was a mixed order calling for some De Luxe and rolls. A drug company placed an order with Mr. H. B. McDonald. Their selection being "Alice" in series D6, the order amounting to $134.75. Mr. Shepard sold a coal company "Lincoln in '61" in series M27, the order amounting to $102.00.

A hardware company placed an order with Mr. Woodman amounting to $101.25. Their selection was "Violet" in series D16 and "The Call of the West" in series 42.

ALL PULL TOGETHER.

When you were at the convention you very enthusiastically and voluntarily agreed, each and every one of you, to contribute to the columns of the Review in order that it might be made the strongest possible force for the salesmen. Some of the men, we are glad to notice, tell the interesting incidents connected with their orders and with their experiences, but there are a large number who fail to do this. Now, we want you to keep your promise. When you find a new argument for calendar selling which proves to be effective, tell us about it in a few words. Let your brother salesmen have the advantage of it. If you run across a hard nut that you don't know how to crack, explain the circumstances and perhaps someone else will crack it for you. We do not mean that it is necessary for you to write a long-winded letter. The short, pithy letters of a dozen lines or more are always interesting. Try it.

SERIES 9 ROLL.

Have you received samples of this series? Sometime ago packages cantaining this series were sent to every salesman on the force. We know that some packages failed to reach salesmen, but assume that the majority of you have received your samples. We consider this a good series, but are frank to say that orders are not coming in as they ought to.

We would suggest that you push this particular line. It is something new and the subjects are good. At least show them to buyers that want roll calendars.

If you have not received these samples, send in requisition immediately, and we shall see that a set is forwarded.

GENERAL COMMENT

MONTH PADS ON MAILING CARDS, BLOTTERS, ETC.

In spite of the fact that an article appeared in the Review some time ago instructing salesmen to be sure and specify when sending in orders for mailing cards, blotters, etc., as to whether or not a monthly calendar was to appear in conjunction with the advertisement, many orders continue to come in without such instructions, making it necessary to take up each individual case with the salesman and in the event of salesmen not responding promptly it is necessary to take the matter up with customer. This we dislike to do. The prices quoted in hand book on mailing cards provide for the monthly calendar to be printed on any quantity from 1200 up, but on blotters or post cards the order would have to be for 3600 or more, unless an additional charge is made for each change of monthly calendar. Supposing you sell a customer 1200 or 2400 blotters and he wishes a monthly calendar for each of the 12 months. This would mean 11 changes for which you would have to make a charge of 25c each. Be sure and specify as to whether or not a calendar is to be used.

JUMBO PADS.

In preparing samples of P6001 size 22x28 plain business calendar, a pad printed in black and red was attached to the sample. We wish to call your attention to the fact that these pads in the finished goods will be printed in green and red, the same as the pad appearing on the large sized roll calendar in series 1. The heading on the large business calendar should be printed in green and red to correspond, although of course if a half tone is used it might be well to have the printing in black and red. In showing the sample of this large plain calendar please be sure and specify to customer or prospect that the finished pad will be printed in green and red.

If you would like to have a sample of the pad printed in this way, advise us and we will forward same.

IDEAL HEADS ON CARDBOARD.

In issue of the Review under date of Jan. 7th, we mentioned the fact that some salesmen had made the complaint that they had had calls for ideal heads in cardboard calendars. We accordingly issued a notice to the effect that any of our three fine ideal heads, "Alice," "Doris," or "A June Rose" could be made up on a 11x14 cardboard providing a good customer would use nothing else, or wanted this particular class of goods. Some salesmen seem to have misunderstood us, as we have received one or two orders calling for 200 or 300 mentioning these subjects. The impression we intended to convey was, that if a salesman could secure a good order we would be glad to make a special run of any one of these three subjects on size 11x14 cardboard. To make it more plain we now suggest that you do not take an order for less than 2000 of one kind without first taking the matter up with us. Of course, if we happen to have other orders for the same thing we could work in a 500 lot or 1000 lot, but if we do not happen to have orders we could not put the plates on for a run of less than 2000. Please do not sell any more small lots of either of the subjects referred to above in the cardboard form without first consulting us.

STORIES BY OUR COMPETITORS.

Our old friends, The Murphy Company, continue to pass out a lot of dope for their field force regarding G.-B. Co. In the first place their salesmen are continuing to tell the old story of our having stolen at least 25,000 names from their advertising record. Just why they should put it at 25,000 it is difficult to say. Just how we could have managed to steal these records without any of the officers of the Company discovering it at the time they don't explain. As we have stated before, there is absolutely no truth in their story, and if we could run down a clearly authenticated case of where a salesman has made such statements and can get an affidavit to that effect, from a prospective customer we shall be greatly inclined to test the matter in the courts. It is certainly criminal libel, and a man who circulates it makes himself liable to imprisonment as well as heavy damages. If we can trace this directly back to the house we would feel inclined to make a test case of it, but for the most part we don't believe prospective customers pay any attention to such stories. As we remarked before, "The dog that howls the loudest is the one that has been hit."

Another story that these people in particular have circulated is to the effect that we are cutting prices. Here is an allegation that comes from Mr. Murphy himself over his own signature:

He makes the claim that his company lost practically no business to the new company except a few large orders which were taken at such ridiculously low prices that they could not afford to handle the orders. They also state that even on smaller orders we cut their prices 33 1-3%.

Just to show how absolutely unreliable that statement is, take the incident of the bank order which has several times been referred to in these columns. This bank bought of The Murphy Company for a number of years through Mr. T. R. Gerlach. Last

year Mr. Gerlach's successor in the territory showed the buyer a letter from the house instructing him to make any cut necessary to secure the business, even if it reached the amount of 10% under the last year's figures. The order the previous year amounted to $750.00. Instead of meeting the cut proposed, Mr. Gerlach switched them to a better calendar and made the order amount to nearly double this amount, and there was no cut made in the price. Furthermore, any respect the customer may have had for the old house through his dealings with Mr. Gerlach was lost by their evident intention to beat the G.-B. Company out of their order at any cost. The fact is, as you all very well know, we don't permit price cutting, and even on large orders, our prices are oftener high than low, for we get very few of the large orders, more of them going to our principal competitors, and wholly on the matter of price. We lost one $1,000.00 order last year because our price was higher than The Murphy Company for the same thing.

Now, the fact of the matter is while our prices are practically the same as The Murphy Company's for the same style of goods, the quality of our goods is better in every particular than that of our friends. Since they have taken such unfair means to fight us, we would like to see every G.-B. salesman make a special effort to get Murphy customers.

DIFFERENT METHODS OF ADVERTISING.

We have never attempted to convey the idea that we thought calendar advertising was the only good method. As a matter of fact, the man who uses only one method of advertising is not living up to his possibilities. When art calendars were first put on the market, one of the arguments the merchant advanced was, that calendars were not as good as newspaper advertising, or that "I use newspaper advertising altogether." In this day and age of the world the successful business man must use diversified methods of advertising, and follow them up closely.

Several years ago a new calendar man in canvassing a city office building wandered into the office of the publisher of a Trade Journal by mistake. Not wishing to place himself in the embarrassing position of admitting that he did not intend to come in, he began discussing the calendar proposition with the publisher. The first thing that the publisher asked was, "What benefit will calendars do me?"

"What class of people are you trying to reach?"

"I am looking for business men to advertise in my Journal."

"Very well. How can you better keep the name of your Journal and the object you have in view before a business man than by sending him a real fine art calendar at the same time you are soliciting his business?"

The proposition looked reasonable. The publisher bought a few calendars. The returns were immediate and unquestionable. The calendars produced money that he could put in the bank. He could actually see the results. The next year he used more, and will continue to use more in the future, for he says that even if he could not see the direct results, the indirect benefit would be worth all it costs and more.

This testimony is right along the line of that given in a previous issue of the Review, which told of the success which accompanied the distribution of G.-B. calendars by the publisher of a New Jersey country paper. Go after the newspapers, that is, those that are really worth while. We do not mean some of the country newspapers that could not pay for a bill of calendars unless we undertook to take it out in advertising.

NEW SUBJECTS FOR IMMEDIATE DELIVERY.

Don't sell new subjects for immediate delivery. We are not ready to make shipment, and if we were, we wouldn't do it, for it would not be fair to the people who buy the same subjects for distribution next year. In spite of instructions in the handbook to the contrary, we every now and then receive orders from some of the salesmen calling for new subjects with 1909 pads. Once in a while, where we have been assured that the distribution was purely local, we have permitted an order to go through, providing we were in a position to execute it, but we shall have to withdraw permission even in these cases, as the salesmen have been abusing the privilege. We will have all kinds of trouble with our customers if we permit this sort of thing. Please bear it in mind, and if you have an opportunity to get a customer for immediate delivery, sell him a last year's subject. If you have not what he wants on hand, let us know about what he would like and we will send samples of such calendars as we have on hand that are left over.

OUR 1910 DE LUXE MOUNTS.

According to Mr. Scott some of our competitors are industriously knocking our De Luxe mounts with the claim that the stock is so light that in a few months they will curl up from the effect of heat. Of course, this is a knock pure and simple, and is not based on any actual information which our competitors may have. Last year we made up one or two orders from this stock, and one of the calendars has been hanging over a radiator ever since without showing any material change in the shape. For a long time we have had several samples of the larger size De Luxe hanging up, and they don't seem to lose their shape. Of course, it is barely possible that if the paper were damp and the calendar were hung over a radiator it might warp out of shape, but the average calendar will scarcely meet the expectations of our competitors so far as curling is concerned. The stock is high-grade and far more expensive than our competitors give it credit for being.

NEWS FROM THE FIELD

DIDN'T WAIT EVEN FOR GERLACH.

Perhaps if Mr. K. H. Gerlach didn't have a pretty good business last week we might hesitate telling of one of his defeats, but since he shows up with over $1,300.00 worth of business for the week ending the 20th, he can talk with good grace of the order he didn't get. We are especially glad to have an opportunity to present this matter in so clear a light because unfortunately there are too many salesmen who place faith in the promises made by prospective customers. Not only that, but sometimes one is inclined to accept a prospective customer's word for it that he has promised not to place his order until he has seen someone else's. Just remember that the majority of people who make these promises don't keep them, in fact it is seldom that they are meant to be kept. They are often given on the spur of the moment without much thought and often are overlooked afterwards. At the same time, when a customer tells Mr. K. H. Gerlach that he will wait for him and particularly under the peculiar conditions described, it would seem that if anybody is going to wait this man would. However, we will let Mr. Gerlach tell his own story:

The good order I came here to close I didn't get. It went to another salesman. He was wise enough not to take a promise, and "thereby hangs a tale." The party in question was Mr. Piper of —— Savings Bank, whom I sold last year. When I was here last trip just before New Years, I called on him, was greeted pleasantly, and was told that the calendars I sold him had been very satisfactory, but he said that I couldn't possibly have caught him at a worse time, that he was busy closing his business for the year, was working every night, and could not give me a single minute. I persisted nevertheless, but was not making much headway. He finally inquired when I expected to return, and when I admitted that I would be back in six or eight weeks he said that would be all right for him, and that he would not place his order until he had seen my line.

I wilted, and after a little further talk in which I tried to impress him with the greatness of our line, left him, feeling confident that I would have this good order to book on my return.

But he did not wait, and when I called today he frankly admitted that in spite of his promise, which he remembered, he allowed the order to be booked by the Kemper-Thomas salesman. Said he had been solicited by all the houses—had looked at Osborne's, Murphy's, B. & B.'s, and other lines, passing them all, but that this fellow had a calendar that just suited him at a price way below what he had paid me and quoted by others, and he simply couldn't resist the chance offered.

All of which goes to prove that you can't tell which way the cat will jump. Just think of resisting several houses whom we recognize as competitors and finally "falling" for a line that we hear of occasionally but seldom meet as a competitor with buyers who recognize quality—and the price turned the trick. Of course, I regret losing this account, as it is a good one, but no matter what the cost is I consider the experience well worth the price. With my long experience at calendar selling, I thought I was capable of judging my man, but it was amply proven in this instance that the safest way is to try just as hard as your man will permit before going away with the promise that the order will be waiting for you upon your return. I believe now that a little more persistency would have given me a chance to show the line, when I believe I could have closed the order, but I was carried away by his "busy" talk and his assurances that the order would be waiting for me. Of course, I have no complaint on the business this town has yielded, as I have a very good increase over last year, and am not through yet, but I do think that by not having sufficient backbone I lost this good account.

MORAL: Don't give up the ship as long as there is a mast above water.

K. H. GERLACH.

Just to show that a defeat of this kind sometimes strengthens a salesman, Mr. Gerlach after this defeat went after an Osborne customer. They had never placed their order before October 1st, and declared that they would not this year, yet by persistent work and nearly losing his dinner he finally landed the order on the spot, and in addition the buyer telephoned to another party, arranged an appointment and helped him sell another small order.

The next time you are tendered a promise to wait until you come again instead of an order, just remember Mr. Gerlach's story. The next time you meet a buyer who savs he has promised to wait for some one else, just bear this in mind also. No salesman really accepts promises at their face value. Even the best kind of a promise is looked upon with suspicion. A promise to be binding should be written down on a blue sheet with the customer's signature on the dotted line.

MOORE WINS OUT IN HARD FIGHT.

Undoubtedly every man on the force occasionally has a hard fight to land an order, and as a matter of fact, if he is after the larger and better buyers he is very likely to have a fight on his hands about every day. The larger buyers as a rule have been using calendars for years, and if they did not buy G.-B. calendars last year, naturally they know nothing as to the merits of the goods we are turning out and you have got to convince them that we have the goods. Mr. Moore usually makes it a point to tell us about his fights and victories, and we wish every man on the force would do the same, as it cannot fail to strengthen our faith in the G.-B. line, if it needs strengthening. Enthusiasm in the calendar game counts an awful lot. After having secured a good order in a fight it will do you good to write and tell us about it, and it will do us good to read the letter, and if we publish it, it will do the rest of the boys good. Mr. Moore's letter follows:

"Enclosed find four orders for $247.58, also letter which tells its own story of another victory over everything that has been shown, was simply a showdown.

Am one day late with this report but yesterday was an awfully hard day. I spent nearly all day landing the First National Bank of W——. Then made a 12 mile drive to Beach arriving there at 5:30

P. M., when I had to put in every single minute until 10:30 booking the two orders I got there, so when I reached G—— at about 1:00 A. M. I was simply dead to the world.

The First Nat'l Bank order makes me feel as good as any order I've booked this year, they simply swear by O., and this year would not even look at the Murphy or B. & B. lines, neither did they want to see my line claiming that they would buy again from O. Co. I succeeded in arousing their curiosity by telling them about some of our many great things, but even after getting my case open it was no easy sailing, as they hadn't seen the O. line, and they first wanted to "take numbers," then wanted to place a conditional order, but I got around all these difficulties some way, and we can expect at least a look next year before they buy.

Must get out now and see how things are stacking up in G——.

MOORE."

The day after receiving the above letter we received another from Mr. Moore, in which he enclosed an order amounting to $68.60, about which he says:

"Enclosed find one order for $68.60. Here's another victory for our great line and I am proud of it for two reasons. First because I took them from the B. & B. and O. Co.'s, who they have been buying from in the past, and whose salesman together with the Murphy man they passed up this year; second because they have the reputation among calendar men as being the biggest cranks and most particular people in this part of the country.

So you see our "Bringing Home the Bride" which I was fortunate in selling them last year, not only pleased their patrons, but must have made a great hit with them as well.

It pays to push good stuff, doesn't it?

MOORE."

By the way the subject these people selected was "An English Fishing Village" in series M2.

UNCERTAINTY OF THE GAME.

Mr. K. H. Gerlach landed a splendid bank order amounting to $362.00 the other day, with our fine Moran "An English Fishing Village." This is another illustration of the fact that it pays to call on every calendar user regardless of the fact that you may have been unable to sell them in the past.

Elsewhere in the Review Mr. Lambert tells about an order that he has tried to get for several years. This year he walked right past the door concluding he would not waste his time, but retraced his steps, and entering their place of business landed the order. This experience of Mr. Gerlach's is similar except that he had no idea of passing these people by without calling on them, although they have not used calendars in several years.

Mr. Gerlach's letter follows:

"Enclosed find orders for today. The First Nat'l Bank order was quite a surprise to me, as they hadn't purchased a calendar for several years, but when I called today I found them ready to look. Learned later that they had seen practically every line, and had a lot of samples on hand from some of the lines they had been shown. I had a hard time getting them interested as they had about decided upon a calendar from the Whitehead & Hoag line, and I want to say that while I do not think their line is as extensive as ours, they certainly get up their goods in nice shape. They are using some very good and pleasing mounts.

I finally got them to give me their undivided attention, and soon had them believing the G.-B. line was the best ever, and while I had to come back later while they deliberated the question, knew the order was mine. Of course I am pleased as this order gives me the two good bank orders of the city. In fact there is only one other bank that buys.

Had thought of leaving here tonight, but as I have other prospects shall remain another day and see if I cannot land a few more in this town while things are coming my way.

Yours,

K. H. GERLACH."

We note that Mr. Gerlach states that this gives him two of the three bank orders placed in this city. We might state that this particular city has a population of over 50,000 and as he has already received two of the three best orders placed in the city, it is evident that the G.-B. line talks pretty loud.

"TWILIGHT" WINS OUT IN COMPETITION.

In sending in a nice order from a concern on the Coast Mr. H. E. Smith attached the following letter. The order, by the way amounts to $163.50, the subject sold being "Twilight" as mentioned above.

"The enclosed order from the O. F. Co. gave me much satisfaction as it was taken after a long, hard fight with B. & B. and O. Co. The O. Co. was not in it at all after they had shown their samples, for they did not even select a single picture for comparison. I submitted two and I do not know how many B. & B. brought in, but he made a very hard fight they having bought from him several times, he was well acquainted and did everything possible to get the order. Living right here as he does and having no outside territory he managed to see them every few days, called them up over the phone just as I was about to enter the order and said he had something new. They waited an hour to see this as they are very friendly towards him, and wanted to give him every show possible. He died hard but his struggles were useless however, for they could not get away from little "Twilight" which had it won from the very start.

Yours,

H. E. SMITH."

BEELMAN SAYS "PUSH THE SCHOOL DISTRIBUTION METHOD."

In sending in an order the other day Mr. Beelman states that this is the second order within a week's time, that he has landed on the proposition of the school distribution method, with subject "Raising the First American Flag." In this connection, we might state that a number of other salesmen have been using this method to good advantage, and as it is something practically new it would be a good plan to push it. Mr. Beelman's letter follows:

"Enclosed please find the second order I have landed within a week's time on the "Raising the First American Flag" in jumbo size. Both orders were taken from buyers to whom the regular calendar proposition did not appeal at all. Last year I saved myself a good many skunks by selling a few of "His Last Farewell" for school distribution. This year I am using the same proposition and urging the buyers to offer prizes to children for the best essays on the subject and I find it an easy proposition to get an order from an otherwise impossible prospect.

The fine jumbo hanging in front of the children

every day of the school year will impress on their minds indelibly the name of the firm and their line of business, will give them the impression that their institution is the largest, finest and most important institution in the whole country, and the prizes and essays will cause them and their calendar to be the talk of practically everybody, old and young in the vicinity giving them more publicity than anything they have ever done.

Last but not least I impress on the prospect the fact that they will be doing something new, different from anything ever done before. In other words, getting out and making tracks for the other fellow to follow instead of keeping in the rut the others have dug.

Met the M. Co. representative in Duluth yesterday day, he said business up here on the range was rotten, that he had been up here twice and all the others had been here too. Business may have been rotten for the M. Co., but I have no complaints to make so far, as G.-B. calendars and G.-B. methods of using them seem to be in fairly good demand. I have my fingers crossed so my luck won't be broken.

Yours truly,

C. M. BEELMAN."

"A JUNE ROSE" LANDS NICE ORDER FOR GUS GERLACH.

We mentioned elsewhere the possibility of satisfied customers increasing their orders largely from year to year. Here is a striking illustration. It seems that in 1907 a salesman who was on our force last year, and who was previously connected with B. & B. sold this particular party a bill amounting to $30.00. They evidently bought a good calendar and it gave satisfaction, as last year Gus Gerlach landed their order with our splendid subject "Meditation," the order amounting to $95.00. These calendars proved so satisfactory that they determined this year to make a larger appropriation, and at the same time made up their minds that they would look at all the leading lines before buying. Fortunately however, they first looked at our line, and were greatly taken with our splendid Blenner head referred to above. After they had looked over the different lines, it was simply a case of Mr. Gerlach's writing their order.

His letter follows:

"I enclose order 500 De Luxe 15x24 "A June Rose" $175.50. Fred Hanson sold him $30.00 two years ago, last year I landed him for $95.00, this year $175.50. This shows the possibility of building up a business if you sell your customer a good calendar. I sold him a large size "Meditation" his trade went wild over it last year, but he would not buy before seeing all the big lines, hence am tickled almost to death that I landed order. Osborne has a subject "A Passing Glance," which Mr. Algeo liked very much, but the title suggested that he wait for the Gerlach-Barklow man, (will explain joke), he gave the O. line "a passing glance."

I am getting unpopular with competitors. They don't like a good line and a hardworking salesman to buck against.

Yours very truly,

GUS GERLACH."

AN UNEXPECTED ORDER.

Mr. Lambert tells about landing an order from some people he had called on for years and who had always turned him down. Mr. Lambert has been selling calendars for a number of years and the fact that he could not sell these people previously had given him the idea that he never could sell them, so he nearly passed them up this year. He states that after he had gone by their place he turned around and went back, and while he had a hard time getting his sample case open, after he once had it open it was an easy matter to close the order.

If any of you older calendar salesmen are passing up calendar users simply because you have called upon them in past years and could not sell them, let them see what the G.-B. Co. has to offer for 1910. Insist upon their looking, and when they once look it is ten to one you land their order, at least this is the opinion of many of the boys on the force. The hardest thing to contend with in most cases is getting buyers to look. Mr. Lambert's letter follows:

"Yesterday's and today's business shows the value of old customers, and being first or second man. All except the Potter-Casey Co. were old customers of mine.

The way I got the Potter-Casey order was an eye-opener for me, and may be of value to the other salesmen. I have called upon them repeatedly in other years and always got the turn down, never even allowed me the privilege of showing my goods. I was going to give them the go-by and had gone by the store door which leads to the office, when I thought I would give them another try, and the order received $78.50 was the result. Of course the G.-B. line spoke pretty loud after I had it opened up.

This shows that it don't pay to give anyone that has ever bought calendars the go-by, even if they have given you the cold shoulder in the past.

Yours,

E. S. LAMBERT."

Attached to another order of Mr. Lambert's which came in a day or two after the above, was the following letter:

"Order enclosed is a victory for the G.-B. line over the Osborne, as the buyer was waiting for the Osborne man. He had bought some of the Murphy man, but saved the hangers for the Osborne man. After giving me the order they said "Be sure and call on us next year; we will wait for you."

This order by the way was not a large one amounting to about $60.00, however the chances are Mr. Lambert will land the whole order next year. The subjects selected were "Autumn in the Tyrol" and "The Sentinel" in roll form.

Palm Series Blotters Make a Hit.

Mr. Publow who represents us in Alberta writes that he just received the samples of the Palm series blotters and sold them to the first man he called upon. His letter follows:

"Just received samples of P. S. blotters this morning and sold them to the first man I showed them to, as per enclosed order. Mr. Southard has always bought of Murphy & Co., but this year decided not to put out a calendar, but he said that he could not resist the P. S. blotters, although he has a supply of other blotters on hand."